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OpenTravel's Interoperability Hot Topic at Mega APAC

In August, OpenTravel was invited to attend Mega APAC in Bangkok, Thailand. In its sixth year, this airline event centered around loyalty, co-brand, and ancillary focused on "being bold" by getting ahead in the digital age.

OpenTravel Board Member and Switchfly Client Solutions Architect/Product Lead, Matt Blackmon, participated in a panel with other industry experts from air, transportation and technology on the omni channel experience and how various industry initiatives can create a more connected customer experience across all segments of the travel industry.



Some of the initiatives discussed included IATA One Order and NDC, as well as OpenTravel messaging, which is currently the only open-source messaging that is built for the travel industry as a whole.

Topics of conversation included the growing demand for a simplified buying process for the consumer, and the growing desire for travel companies to increase profits through a more thorough knowledge of their customers and unique selling solutions. Travel industry trends were also discussed, such as the increased importance consumers place on the travel experience as a whole, even when compared with price. Panelists noted that now more than ever, the ability to seamlessly communicate from one travel company to the next is vital.

[Learn more about Mega APAC >>](#)

OpenTravel in the Know: Project Team Proposal

This month's "In the Know" subject is **Project Team Proposal**.

One of the benefits of membership is that OpenTravel

members can suggest and participate on projects, and ultimately benefit. Since projects eventually lead to OpenTravel messaging, this is an opportunity for our members to directly affect the direction of OpenTravel, and therefore the direction of advancements in the travel industry at large.

Projects require the support of two member companies. To suggest a project, the appropriate form must be filled out to delineate between schema development, business requirements definition, or study.



Proposals are first reviewed by the work group, which may have questions and suggested changes. Once any necessary changes have been made, that version must be submitted to the Interoperability (IO) Committee. The same review and potential revision process are present in this stage, but once the IO Committee has approved, work can begin immediately.

Need help along the way, or more detail? Email OpenTravel Specifications Director Sandy Angel at sandy.angel@opentravel.org.

Remember, initiating topics through Project Team Proposals is your opportunity to leave a mark on the travel industry.

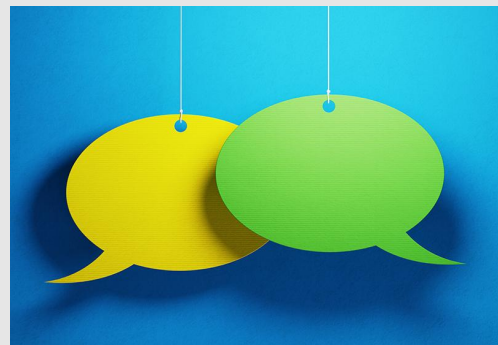
Hotel Descriptive Content Kick-Off Meeting

The Hotel 2.0 Descriptive Content kick-off meeting will be held at 11:00 AM EDT on Tuesday, October 2. Like Project Team Proposals, Project Team involvement is only available to our OpenTravel members. It is an easy way for you to stay involved and make an impact for your company as well as the travel industry.

Project Team Chairs are Jeoff Camden, LinksRez, and Ahren Starr, Marriott.

If you would like to join the Hotel Descriptive Content Group, or learn more about the goals associated with this project, please join us!

To be added to this meeting, email OpenTravel Specifications Director Sandy Angel at sandy.angel@opentravel.org.



Travel Industry Events

This week, OpenTravel attended **Hospitality Technology Next Generation's (HTNG)** North American Insight Summit at the Plug and Play Headquarters in Sunnyvale, California. The **Skift** Restaurant Forum is also taking place in New York, NY, and earlier in September, the **Travel Technology Initiative (TTI)** held their Autumn Conference in London, England.

In October, HTNG will be holding their **European Conference** in Lisbon, and Hospitality Financial and Technology Professionals (HFTP) will be in Louisville, Kentucky for their **2018 Annual Convention**.



Don't miss out on these fantastic events for education and networking!

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